BNPL - Supplementary Study 1 Part B (#104789)

Created: 08/16/2022 09:14 AM (PT)
Public: 08/01/2024 04:36 AM (PT)

Author(s)
Stijn Maesen (Imperial College London) - s.maesen@imperial.ac.uk
Dionysius Ang (University of Leeds) - D.Ang@leeds.ac.uk

1) Have any data been collected for this study already?
No, no data have been collected for this study yet.

2) What's the main question being asked or hypothesis being tested in this study?
Financial constraints reduces purchase likelihood and preference for the expensive option.

3) Describe the key dependent variable(s) specifying how they will be measured.
Participants will be presented with 4 pairs of products, each pair consisting of one cheap option and one expensive option.
Purchase likelihood will be measured by ("Will you purchase <insert product name>", 0 = no, 1= yes) .
Preference for the more expensive option will be measured on an unnumbered 9-point scale (1 more likely to buy A, 9 = more like to to buy B).

4) How many and which conditions will participants be assigned to?
Participants will be randomly assigned into one of two conditions (control vs. financial constraint).

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
Chi square, McNemar's test, ANOVA, ANCOVA.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
Participants who failed the attention checks will be removed from the sample.

7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.
We will recruit 220 participants to allow for 100 participants per condition (after eliminating those that failed the attention checks).

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
We will check the effectiveness of our financial constraint manipulation on the manipulation checks: To what extent do you think about your financial constraints while making your choices? To what extent do you feel financially constrained? (1 = not at all, 9 = very much).